

Message Text

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ACTION EUR-12

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R 201100Z MAR 78
FM AMEMBASSY BERN
TO USDOC WASHDC
INFO AMEMBASSY BONN
AMEMBASSY VIENNA
USMISSION USBERLIN
AMCONSUL BREMEN
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
AMCONSUL HAMBURG
AMCONSUL STUTTGART
SECSTATE WASHDC 5956
AMEMBASSY PARIS
AMCONSUL ZURICH POUCH

UNCLAS BERN 1251

EO 11652: N/A
TAGS: BEXP, SZ
SUBJ: FOREIGN BUYER PROGRAM: WESCON '78 LOS ANGELES - SEPT
12 - 14, 1978

REF: MUNICH 1016 (NOTAL); 77 BERN 5193 (NOTAL);
BERN OM 1/20/78

1. SINCE SEPT 1977 BERN HAS BEEN PROMOTING BY MEANS
EXTENSIVE MAILINGS THROUGHOUT SWITZERLAND AND STUFFERS USED BY
EDUCATIONAL ORGANIZATIONS ELSEWHERE IN EUROPE, TWO FB TRIPS
TO WESCON. BERN PACKAGE IS FULLY DESCRIBED IN REF BERN OM
WHICH WAS SENT ALL ADDRESSEES.

2. BERN WESCON IS A DUAL PACKAGE. VERSION A IS CALLED
"WESCON '78" AND INCLUDES VISIT TO WESTERN ELECTRONICS
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SHOW AND CONFERENCE IN LOS ANGELES, 6 HOTEL NIGHTS, AND
INDIVIDUAL ITINERARY OF UP TO 39 ADDITIONAL DAYS AT COST
OF 2190 SWISS FRANCS. VERSION B IS CALLED "MICRO '78" AND
IS AN ALL-INCLUSIVE PACKAGE. IN ADDITION TO ABOVE,
VERSION B HAS STRONG TECHNICAL PROGRAM OF BRIEFINGS AND
VISITS FOR ELECTRONIC ENGINEERS, PROJECT MANAGERS, AND
APPLICATION ENGINEERS USING MICROPROCESSORS, SOLID-STATE

MEMORY DEVICES AND LSI COMPONENTRY.

TECHNICAL VISITS ARE ALREADY 95 PERCENT CONFIRMED AND INCLUDE IN LOS ANGELES AREA INTEGRATED COMPUTER SYSTEMS; ACTRON, MCDONNELL DOUGLAS, UNIV OF SOUTHERN CALIFORNIA, ROCKWELL, INTEL AND FAIRCHILD. IN TEXAS, MOTOROLA AT AUSTIN AND TEXAS INSTRUMENTS AT BOTH AUSTIN AND HOUSTON. COST OF "MICRO '78" TOUR IS 3980 SWISS FRANCS, INCLUSIVE OF SCHEDULED AIRLINE FLIGHT, PLANT TOURS, BUT TRANSPORTATION AND TRANSFERS, FIRST CLASS HOTELS, AND ADMISSION TO WESCON.

3. TO FACILITATE CONNECTION FOR PARTICIPANTS FROM AREAS TO WEST OF SWITZERLAND, BOTH BERN-ORGANIZED FB TRIPS WILL DEPART FROM PARIS.

4. STATUS OF BERN PROMOTION: AMERICAN EXPRESS IS ACTIVELY PROMOTING BERN WESCON VARIANTS IN SWITZERLAND AND NEIGHBORING EUROPEAN COUNTRIES. AS OF TODAY AMERICAN EXPRESS HAS RECEIVED 58 COUPONS, HALF FROM COUNTRIES OUTSIDE SWITZERLAND, FROM WHICH 15 - 20 BOOKINGS EXPECTED. DSASEW UIJM0 FLIERS MAILED LAST WEEK BY EMBASSY AS STUFFER IN PROMOTIONAL MAILING FOR BERN ORGANIZED "MICROPROCESSORS USA" SEMINAR ZURICH - MARCH 21. BERN WESCON/MICRO TRIP HAS RECEIVED EXTENSIVE PROMOTIONAL SUPPORT FROM LEADING ELECTRONICS MAGAZINES IN GERMAN-SPEAKING COUNTRIES IN PAST 90 DAYS. ANOTHER MAILING UNCLASSIFIED

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OF 7,000 FLIERS CURRENTLY BEING MADE BY KIVER ORGANIZATION, LONDON, AS STUFFER WITH ITS ANNOUNCEMENT FOR MINICOMPUTER/MICROCOMPUTER CONFERENCE JUNE, GENEVA. KIVER MAILING CONCENTRATED ON SWITZERLAND WITH SPRINKLING IN NEIGHBORING COUNTRIES.

5. AS BERN WESCON FB PROJECT IN ADVANCED STAGE OF PROMOTION AND "MICRO '78" TECHNICAL VISITS PROGRAM, ALREADY FIRM, EMBASSY BERN OBLIGATED TO PURSUE EFFORT IN COOPERATION WITH AMERICAN EXPRESS.

6. INFO POSTS WHICH HAVE ALREADY PROMOTED BERN'S "WESCON" AND "MICRO" PACKAGES MAY CONTINUE TO DO SO WITH ASSURANCE THAT THESE TRIPS STILL FIRMLY SCHEDULED AND RECEIVING WHOLEHEARTED SALES PUSH BY AMERICAN EXPRESS, BERN. WE APPRECIATE SUPPORT OF COOPERATING POSTS.
WARNER

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